LEO BURNETT COMPANY, *Inc.*

Ad No. 230—Req. No. 76001—(Good Idea)—1 Page—4/C Bleed—8 7/16 x 11¼ in.—National Magazines, 1971 — (C)

Printed in U.S.A.

PARLIAMENT
100's
Parliament
PARLIAMENT
100's
King Size and New Charcoal 100's

The cigarette holder was such a good idea, Parliament put one on every cigarette.

On the tip of every Parliament,
there's a shell that's tough
enough to bite on.
And inside is a filter,
recessed away from your lips.
So you get a clean taste.
A good taste.
Today's cigarette holder.
It comes on a Parliament.

It works like a cigarette holder works.